

Open Call for Expression of Interest of independent experts

EU tourism destinations are increasingly adopting digital solutions and data-driven approaches in order to become 'Smart Tourism Destinations'. To this end, the European tourism environment is growingly investing in innovative infrastructures and smart end-user applications that make use of data to enable enriched tourism experiences.

The present call aims at selecting a pool of independent experts to provide support in the framework of the pilot project GROW/2020/OP/0014 'Smart Tourism Destinations', conducted by the European Commission, DG GROW.

The main areas of involvement of independent expert will consist of:

- **EU Guide** – support in developing a concise guide to allow tourism destinations in the EU to understand the basic concepts on data management for smart tourism.
- **Toolkit** – provide feedback and insights on preliminary versions of toolkit for mastering data – co-designed together with a wide range of participating cities – in a view to enable EU cities to become or improve as smart tourism destinations.
- **Coaching services and assistance for capacity building** – provide selected cities with general and tailor-made training and coaching services to improve their data mastering capabilities and become or improve as smart tourism destinations. Travelling and participating in workshops and other capacity buildings activities across all the EU are part of the required support (travel requirements will be adjusted based on the evolving COVID-19 situation).
- **Community of practice** – support the establishment of a community of practice of European cities on smart tourism to foster and strengthen collaboration and cooperation.

In terms of workload, approximately 40 working days are estimated for the activities to be conducted by each independent expert between February 2022 and July 2023. Contributions assigned to independent experts will be remunerated according to EC's standard rates. More details on payment terms and work timeframes will be shared with selected experts.

Key Dates

The Call for Expression of Interest of independent experts will be open from Wednesday 7th of July until Tuesday 31st of August.

Eligibility criteria

Experts with knowledge and experience in the application of data-driven approaches to support and develop smart tourism solutions are invited to apply. The ideal candidate should have knowledge and experience in:

- data analysis in tourism sector;
- coaching in digital skills/data management;
- use of advanced technologies for tourism sector;
- responsible and sustainable tourism;
- digital tourism and digital marketing.

We welcome experts from all walks of life – including academics, members of tourism/cultural organisations, consultants in smart tourism, representatives of public authorities, member of tourism associations and digital innovations hubs with focus on data/tourism – to apply for this call.

In order to be eligible, applicants must meet the following basic requirements:

- **Experience:** At least 3 years of work or research experience in the field of digitalisation with proven capacity to conduct technical assessments, evaluations and reports in the field of smart tourism.
- **Nationality and travelling:** Be an EU citizen and be allowed/available to travel to Brussels or other EU Member States for meetings, workshops and other capacity building activities across all the EU (travel requirements will be adjusted based on the evolving COVID-19 situation).
- **Level of English:** Be proficient in English (minimum C1 level) and able to provide references to relevant academic and professional works or publications delivered in English.
- **Education:** At least a Bachelor's university degree certified by a diploma.

Selection criteria

In addition to eligibility criteria, the following selection criteria and scoring system will be adopted to evaluate the applications received.

Selection criteria				
Criteria	Sections in the Call for Experts	Description	Score*	Minimum threshold**
Education	Technical capacity – CV of proposed member/expert	On top of a Bachelor's university degree diploma, the following merits will be considered for the final score: <ul style="list-style-type: none"> • Suitability of the Bachelor's Degree to the assignment; • Masters/PhD degrees relevant to the assignment; • Other relevant training/ coursework. 	0-5	3
Professional experience	Technical capacity – CV of proposed member/expert	On top of the minimum 3 years of proven relevant work or research experience in digitalisation and data, the following merits will be considered for the final score: <ul style="list-style-type: none"> • Additional years of experience, up to 15 years (maximum score); • Proven experience in data analysis, coaching in digital skills/data management, use of advanced technologies for tourism, smart, responsible and sustainable tourism, digital tourism and digital marketing. • Academic publications in one of the fields described above. 	0-5	3
Motivation and interest	Letter for Expression of Interest	Interest and motivation to contribute to the project	0-5	3

*For each criterion, a score on a scale from 0 (minimum) to 5 (maximum) will be determined.

** The minimum threshold for each criterion will be 3 out of 5.

Application procedure

The independent experts meeting the above eligibility criteria can apply through the dedicated online procedure (Evaluation Management System (EMS)). Register and apply here:

<https://smarttourismdestinationexpert.ems-carsa.com>

Candidates will be required to upload the following documents:

- **CV** – in [Europass format](#), in English, providing compliance with eligibility criteria and detailing merits in accordance with the selection criteria.
- **Letter of Expression of Interest** – must be written in English, expressing the independent expert's motivation to apply for this call and describing their expertise and how they fulfil the established selection criteria.

The application must be submitted in English and the online platform will allow to upload additional documentation, such as proof of English level, copy of certified university diploma, or any other proof of experience in smart tourism field.

Once the application is submitted, it will be reviewed by an expert team of evaluators who will score applicants based on the pre-defined criteria. The final list of selected experts will be validated by the European Commission.

Apply to the call!



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